

Come Over October NZ

#ComeOverOctoberNZ

New Zealand execution toolkit — briefing for retail, on-premise & campaign partners

TL:DR

A lightweight promo. Based on a successful US format to elevate the deeply human culture of gathering around “the table”. Hopefully, with wine on it!

Who can get involved? Anyone! Wine retailers, producers, hospitality venues, grocery, wine writers ... There's no cost other than whatever you decide to do, and no minimum commitment... Just make sure you let us know (Brent - hello@homefieldswine.com) so we can amplify reach, share ideas and keep everyone in the loop.

Feel free to share this information with others who may be interested.

What This Is

Come Over October (COO) is the autumn campaign run by Come Together, a Community for Wine, the organisation founded in 2024 by Karen MacNeil (*The Wine Bible*), Gino Colangelo and Kimberly Noelle Charles. It's in its third year and is one of the largest pro-wine grassroots campaigns run in the US, with billions of media and social impressions to date. Its assets, playbooks, toolkits, logos, templates, are freely available and built to be customised by whoever picks them up.

A group of NZ wine, retail and hospitality people has been brought together informally to adapt the campaign's story and materials for a local October 2026 campaign. There is no central organiser and no shared budget. Each participant runs it under their own brand, on their own resources, in their own way.

The value sits in shared timing and message, not shared management. There is massive potential for alignment with activity in US and Canadian markets; media exposure and direct brand building.

This is year one. A minimal viable campaign approach. It builds over subsequent years; reach, resources, impact.

The aspiration is to create a cultural moment that households recognise (eg., Taco Tuesday) that celebrates a brand of hospitality and conviviality unique to the NZ culture. To breathe confidence into our socialising culture.

The Central Idea

“A chance to stop, share stories, be together, celebrate an occasion or just be in company. Pause, enjoy the moment, reconnect in a world moving fast and furiously.”

Why October

- In the Northern Hemisphere, Oct is the equivalent of our Dry July.
- For NZ, in Oct we're coming out of winter hibernation. Spring's beginning to signal summer. BBQs are dusted off. And we start heading out again. And generally, we extend our social web beyond the household.
- Wine plays a cultural role here but isn't the headline. The campaign has to avoid wine-culture elitism and can't read as a full-frontal brand promotion.
- This is a cool chance to speak in our own hospitality/food and whakawhanaungatanga cultural language rather than import someone else's. Too good to pass up.

A NZ Take

A Southern Hemisphere spring activation, aligned to the international campaign.

Theme: a country waking up from winter hibernation. Days lengthening. We yawn, stretch, and start being social again — going out, getting people over, food heading outdoors.

Leans into New Zealand hospitality and whakawhanaungatanga — reciprocity (sharing stories, food and support to build trust) and connection (getting to know one another, finding common ground, meeting new people...).

Tone

Not wine-culture elitism, and not a full brand promo either. The register is people who value the table, the BBQ, the boil-up, the food-truck queue, the gathering, the lingering lunch, the unhurried evening. That's who we are and what we're defending — human connection is the whole point, and sales follow from that rather than lead it.

Angles to Build Around

- Wheeling out the BBQ
- Heading bush or beachwards
- Grabbing Nana and heading out for lunch
- Brushing up dinner-hosting skills
- "End of" celebrations: sports season, school term, a finished project
- Refreshing the routine: an adventurous new dish to break the tedium
- Reliving an overseas holiday, or showing off an exotic dish
- Making the kids cook
- Bringing a pie to the fencing contractor out in the back paddock...

Content Hooks

- The lost art of table talk — take-the-mickey conversation cards...
- Co-labs for home cookery and recipes...
- Wine-food pairing. Restaurant feat. dishes. Tie-in's with salient causes eg., \$5 per cover to ShelterBox...

- Any number of on-prem activations
- Story collections — food writing
- ...

Who Does What

	Retail (own brand)	Producer	PR / Content	Hospitality
Who leads	Grocery / fine wine retailer	Individual brands + NZ Wine + regional associations	Independent voice / integrator	Restaurant associations / distributors / wholesale
The ask	In-store activation, in-store media, EDM, shelf presence, collaborative promotions	Cellar door, restaurant, mailing list — adapt campaign assets under the COO umbrella	Generate content, pitch media, activate social	Venue activation tied to distributor wine portfolios
Assets needed	Campaign toolkit, point of sale, promotional framework	Social toolkit, talking points, campaign assets	Articles, social content, campaign narrative	Table cards, staff talking points, wine list callouts
Timeline	Aug–Sep build	Jul–Aug adoption	Jul onward	Sep activation
Metrics	Sales uplift, EDM engagement, participation (existing measures)	Producer participation	Reach, shares, media placements	Venue participation, wine sales mix

Retail Focus

What retail and brand partners are encouraged to do:

- In-store activation and in-store media through the campaign window
- EDM support carrying the Come Over Oct / Kai Pai! narrative, not a discount message
- Shelf presence and collaborative promotions with participating brands
- Point-of-sale using the campaign toolkit and promotional framework, adapted to store branding
- Activations appropriate to operator eg., brand instores, tasting events...

Build window: August–September, ahead of October activation. Success is read against existing measures—sales uplift, EDM engagement, participation—not new KPIs invented for the campaign.

For conversations with sales teams and retail/brand partners, the pitch holds together on three points:

- >the campaign has real external scale and legitimacy, it isn't a one-off local promotion
- > participation costs nothing beyond adapting existing assets, and
- >the story, reconnection, hospitality, coming out of winter, is one shoppers respond to without it reading as a sales pitch.

On-Premise & Public-Facing

This runs alongside the retail push, not instead of it. On-premise activation centres on table talkers, staff talking points and wine list callouts, tied to distributor wine portfolios. Producing neck tags for the campaign for participating brands makes sense, and a set of tongue-in-cheek conversation cue cards—built around the hibernation/rusty-at-hosting theme—is in development to give venues and drinkers something worth picking up and sharing, not just reading.

On-premise Activations

venue-led, low cost, high plausibility

Each leans on individual venue's / brand partners engagement methods – email, socials, trade relationships etc. But! Amplification of the campaign and each other's engagement should generate new eyeballs and covers.

Ideas ...

A flagged "Kai Waina" bundle: one wine by the glass, or one share plate, tagged on the menu for the month. A reason to participate beyond goodwill, which matters because goodwill alone is usually confined to intent rather than becoming action.

Conversation starter cards with a staff trigger: not just a table prop. A brief to staff to hand one a card when a table's gone quiet or a group looks like they've just met, rather than leaving a stack to be ignored. Turns a static asset into something that actually gets used. Encourages rapport with customers.

Share-format nudge: a "table dish" or sharing plate special, leaning into the boil-up/BBQ/table theme or whatever makes sense for the venue's brand and owner/kitchen's predilections.

"Bring someone new: , a verbal offer, not a discount: shout the regular a plus-one, or similar. Directly literalises the reconnection theme without touching margin.

A staff-worn token: a pin, ribbon, something inexpensive and cool — visible, tangible, and it turns every staff member into a walking cue for customers to ask "what's this about."

venue-led deeper participation

One ritual moment per venue, once in the month — a toast, a bell, a candle-lighting — something small enough to run without disrupting service but distinct enough to photograph. This is the kind of thing that generates the actual #ComeOverOctNZ content rather than product shots.

eg., [make evenings shine with a meal that makes a difference/](#)

Shared Coordination — Lightweight, Not Managed

Common hashtag across all participants' socials: **#ComeOverOctoberNZ**

The ask is simple: use it! And interact with others posting under it. That's reach, and a bit of community, not a managed campaign feed.

There's no central campaign office for the NZ play. Assets are freely available and customisable from the Come Over October team directly, and this local adaptation is opt-in.

Expected to build campaign to campaign, year to year, rather than be run top-down from one place.

Timeline Snapshot

- July–August — producer adoption
- August–September — retail build
- September — hospitality/venue activation. PR/content and independent-voice activation begins
- October — campaign live.

Where to Go for More

- General Come Over October playbook [here](#)
- tools and tips - [here](#)
- Overseas region assets for reference — [Canada](#), [Long Island NY](#)

The Come Over October team is available to support participants. Materials can be developed for some fee or other. We expect you guys will be able to develop and produce expellodocious assets under your own steam.

Contact Brent @Homefields for Come Over Oct logos (hello@homefieldswine.com).

Retail Materials examples

Entirely driven by individual brand prerogatives.

Examples

Swing Tag

Platform for additional promo eg., prize draw, redeemable for free cellardoor experience etc...



Tasting Room

Postcards. Poster. Whatever you like.

Instore / Digital

Again according to each promo/brand

Instore tastings – the more beyond standard stand and pour mode the better.



Promo to database / Wine Club / Newsletters / – specials, collabs, invites ... ComeOverOctober
“home bundle” – entertaining tips / recipes, producer materials, wine pairing ...

On Prem Materials

Table Tent – On-Prem

Backside to feature whatever content is salient to promo / brand

Infinitely customisable and richly associated with brand voice and promo appetite. The emphasis/theme is to gather.

Conversation Cards – Retail / OnPrem

Again, backside to feature whatever content is salient to promo / brand)

Presents an opportunity for staff to develop rapport with customer beyond routine script. Engagement.

Waiter distributes as they see fit.

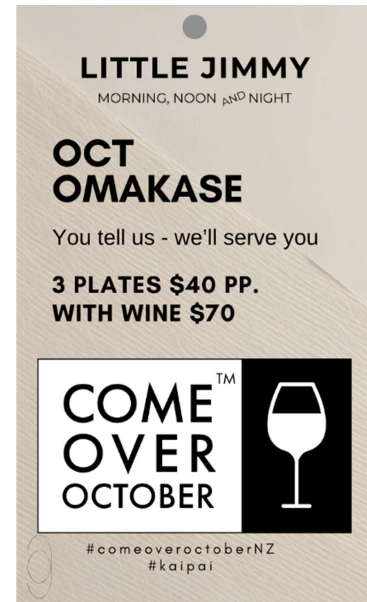
Examples

Anchovy, broccoli, pineapple, jalapeno & BBQ sauce can often be found on pizza. One is entirely appropriate. Another acceptable and the rest deserving of a short custodial sentence for anyone making or consuming pizza with such inappropriate materials. With full expressive hand motions, discuss and convince others how wrong they are! (we are joking. Or are we?)



Your child, say 10, receives her plate and is obviously disappointed verging on wobbly-lipped. Do you a) encourage her to eat her meal? b) swap with someone else's meal that she does like the look of? c) summon the waiter and see what can be done?

LITTLE JIMMY
CONVERSATIONS



Earned Media

SuperMarketNews <https://lnkd.in/p/eAkd4cnK>